

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 19, 1998

RJR Account #094931

Mr. E. Bush

MID-VALLEY CANDY

JULY: WINSTON \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

Dear Ed:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as 60 SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. (*Note: This is not 'pre-sleeved' product.*) All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
2	Winston Box	12300-25379
4	Winston Light Box	12300-25380
2	Winston Ultra Lt Box	12300-25381

Product / Premium Arrival: **June 29, 1998**

Ship Date to Retail: **Week of: July 13, 1998**

Displays (Item #542810)

SKU CUBE: **1.6113**

SKU WT (w/o Product): **3.2200 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Cartons**

EFT \$ Amount: **\$2,120.94**

PARTNERS 'BONUS' REPORTING DESCRIPTION

WIN JUL \$1/2 PKS

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-2-

\$1.00 Off 2-Pack Tear Tape
MID-VALLEY CANDY

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:

1 Carton: *Winston Box*

2 Cartons: *Winston Light Box*

1 Carton: *Winston Ultra Lt Box*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
Refer to enclosed 'Wholesaler Packing Instructions' for Display Load

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **\$112.00 (8 (6M) case(s) @ \$14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: J. McLean

L. E. MacWilliams

Encl: Retail Customer List

Wholesaler Packing Instructions

Winston Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JULWIN-1.DOC

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WHOLESALER : 094931 MID-VALLEY CANDY COMPANY <DIRECT>
 TEMPLATE : 800750 80700 WIN JUL \$1/2-NO
 TEMPLATE SEQ : 0916
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204	162223	031702	CONVENIENT FOOD#301	69 S MAIN ST	CARBONDALE	PA	18407	3		1418-0100		(717)282-2181
162204		434228	CJ'S RESTAURANT/MIN	RT. 247	CARBONDALE	PA	18407	1				(717)222-3201
162204	162223	666235	CREEDSIDE FOOD MKT	PO BOX 338	CAMPTOWN	PA	18815	1				(717)746-3900
162204	162223	021980	RAINBOW MARKET	635 NORTHERN BLVD	CHINCHILLA	PA	18410	1				(717)586-2622
162204		704825	FTS MANAGEMENT	RR 1 BOX 327A	DALTON	PA	18414	1				(717)563-1645
162204	162223	269970	MORRIS' MARKET	BOX 510, RT 6	WYALUSING	PA	18853	1				(717)746-3410
162204	162223	185704	ZAZZERAS MARKET	70 N CHURCH ST	CARBONDALE	PA	18407	1				(717)282-0215
162204		269979	DEWINGS BUSY MART	MAIN STREET	MONROETON	PA	18832	2				(717)265-2096
162204	162223	549827	MARTYS MARKET	PO BOX 238	MESHOPPEN	PA	18630	2				(717)833-5494
162204	162223	682622	ABC MARKET	507 MAIN STREET	FOREST CITY	PA	18421	2				(717)785-3553
162204	162223	706820	CONVENIENT FOOD 302	330 NORTHERN BLVD	CHINCHILLA	PA	18410	1		1418-0100		(717)586-3406
162204	162223	712140	RJ'S FOOD MART INC	RR 2 BOX 191A	MESHOPPEN	PA	18630	1				(717)833-2833
162204	162223	735443	MR B'S TOBACCO SHOP	58 SALEM AVE	CARBONDALE	PA	18407	1				(717)281-9199
162204	162223	776478	CONVENIENT FOOD 300	HIGHLAND AVE	CLARKS SUMMIT	PA	18411	1		1418-0100		(717)587-2334
162208	162222	536651	CONVENIENT FOOD#301	142 S MAIN ST	PITTSSTON	PA	18640	1		1418-0100		(717)655-3031
162208	162220	715535	CFM OF PA. #3005	283 PIERCE ST	KINGSTON	PA	18704	1		1418-0200		(717)287-3809
162208	162222	777434	FRANCIS NEWS	287 MAIN ST	PITTSSTON	PA	18641	1				(717)655-5282
162208	162222	960297	CONVENIENT FOOD 300	410 N MAIN ST	OLD FORGE	PA	18518	1		1418-0100		(717)562-1443
162209	162223	072932	CONVENIENT FOOD 301	1515 N MAIN AVE	DICKSON CITY	PA	18519	1		1418-0100		(717)489-2808
162209		818221	COUSIN CONVENIENT	202 BETTY ST	EYNON	PA	18403	2				(717)876-0200
162209		531603	RT 6 EXPRESS MART	801 GRANDVIEW AVE	HONESDALE	PA	18431	1		1436-0000		
162209		186087	GLINSKY'S DRUGS	1101 MAIN ST	HONESDALE	PA	18431	1				(717)253-9994
162209	162221	184478	SCHRECKS MARKET	1501 N 5TH ST	STROUDSBURG	PA	18360	2				(717)421-7580
162209	162229	185056	POCONO SHOPPING CNT	P.O. BOX P	POCONO PINES	PA	18350	1				(717)646-3818
162209	162222	185679	MADZINS MARKET	527 PROSPECT AVE	SCRANTON	PA	18505	2				(717)343-8991
162209		185916	SCOTTS STORE	801 MULBERRY ST	SCRANTON	PA	18503	1				(717)342-747
162209	162222	471168	APLUS MINI MART	1227 S MAIN AVE	SCRANTON	PA	18504	1				(717)344-4001
162209		534737	PROPST BUY RITE MKT	377 MAIN ST	ARCHBALD	PA	18403	1				(717)876-2518
162209	162229	577211	STROUDSBURG EXXON	100 MC CONNEL ST	STROUDSBURG	PA	18360	1				(717)424-8225
162209	162222	533853	CONVENIENT FOOD 302	340 W MARKET ST	SCRANTON	PA	18508	2		1418-0100		(717)969-7555
162209	162229	657095	LAUREL BEVERAGE INC	830 MONROE ST	STROUDSBURG	PA	18360	1				(717)421-2091
162209	162222	665462	APLUS	1218 O'NEIL HWY	DUNMORE	PA	18512	1		0362-0101		(717)961-5542
162209	162222	667469	CFM OF PA. INC #303	899 DAVIS ST	SCRANTON	PA	18505	1		1418-0200		(717)346-3004
162209	162222	673294	ONE STOP TOB SHOP	725 S MAIN AVE	SCRANTON	PA	18504	1				(717)343-3393
162209		725273	MICHELLE'S CIGARS	1400 N WASHINGTON	SCRANTON	PA	18509	2				(717)344-4406
162209	162229	735459	CFM OF PA. INC #302	801 LUZERNE ST	SCRANTON	PA	18504	1		1418-0200		(717)342-0372
162209	162222	742094	CONVENIENT FOOD 300	1801 PITTSSTON AVE	SCRANTON	PA	18505	1		1418-0100		(717)344-4214
162209	162222	776968	CONVENIENT FOOD 300	BLVD & OLUPHANT	SCRANTON	PA	18509	1		1418-0100		(717)343-4847
162209	162222	777319	TELLS CORNER NEWS	1010 DIAMOND AVE	SCRANTON	PA	18508	2				(717)344-5887
162209	162223	777531	SCHIFF'S BEVERAGE	3380 N MAIN AVE	SCRANTON	PA	18508	1				(717)343-1237
162209	162229	785145	CFM OF PA. INC #302	1100 MOOSIC ST	SCRANTON	PA	18505	1		1418-0200		(717)342-5999
162209	162222	973077	CONVENIENT FOOD 302	401 WYOMING AVE	SCRANTON	PA	18503	1		1418-0100		(717)969-9020

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WORKPLAN VAP TEMPLATE LISTING

PAGE: 2
DATE: 98-05-19
TIME: 04:24 PMWHOLESALER : 094931 MID-VALLEY CANDY COMPANY <DIRECT>
TEMPLATE : 800750 80700 WIN JUL S1/2-NO
TEMPLATE SEQ : 0916
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
173806	173820	092274	CONVENIENT FOOD#301	700 FRONT ST	FREELAND	PA	18224	1		1418-0100		(717) 636-0603
173806	173820	777540	CONVENIENT FOOD#301	51 W JUNIPER ST	HAZLETON	PA	18201	1		1418-0100		(717) 454-2110

PAGE BREAK TOTAL ACCOUNTS 44 TOTAL QUANTITY 55

TEMPLATE TOTAL ACCOUNTS 44 TOTAL QUANTITY 55

***** END OF REPORT FOR PROMOTION 800750 *****

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WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTION

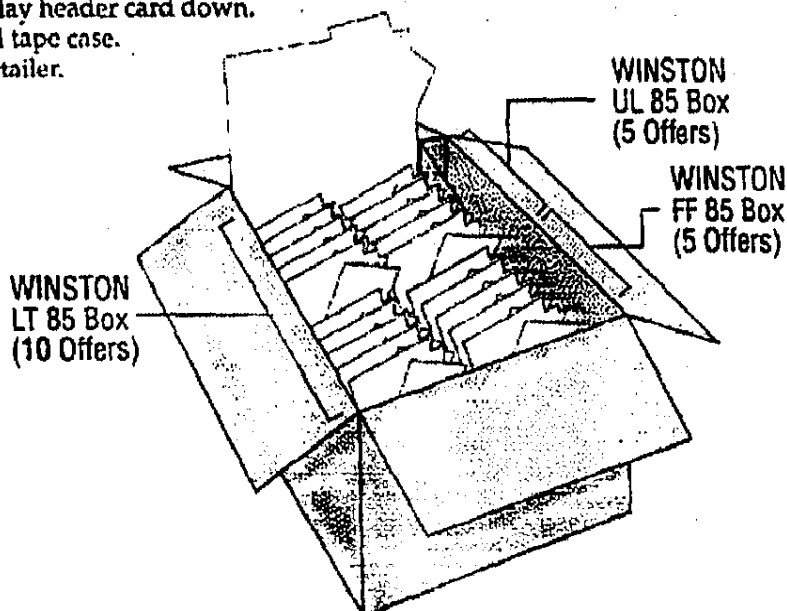
3RD QTR. '98

July Winston \$1 OFF 2 Packs

(Winston Buy 2 Packs Get \$1 Off)

STEPS

1. Open WINSTON \$1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. (10 sleeves will be marked WINSTON LT 85 Box, 5 sleeves will be marked WINSTON UL 85 Box, 5 sleeves will be marked WINSTON FF 85 box.) DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MSA Promotion Reporting Description: WIN JUL \$1 / 2 PKS

Brand Style	Box	LT Box	ULT LT Box				
Number of Cartons	1	2	1				

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\$1.00 off with 2-pack purchase.

Lose the additives.

Save a
buck

when you buy 2 packs.



Lose the additives.

Save a buck

when you buy 2 packs.

Lose the additives.

Save a buck

when you buy 2 packs.

No additives.

- Here's a summer promotion to heat up your sales.
- Proven traffic builder – smokers save a buck with 2-pack purchase.
- Eye-catching packaging highlights full flavor, lights and ultra-light styles.
- Fully integrated support materials include counter display and poster.

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